

Loa'a hou na Hoku



Star: Hoku

Meteor: Hoku-lele

Milky Way: Hoku-noho-aupuni

Morning Star: Hoku-ao

North Star: Kio-pa'a, hoku-pa'a

Planet: Hoku hele, hoku 'ae'a, hoku lewa

Venus: Hoku-ao, Hoku-loa

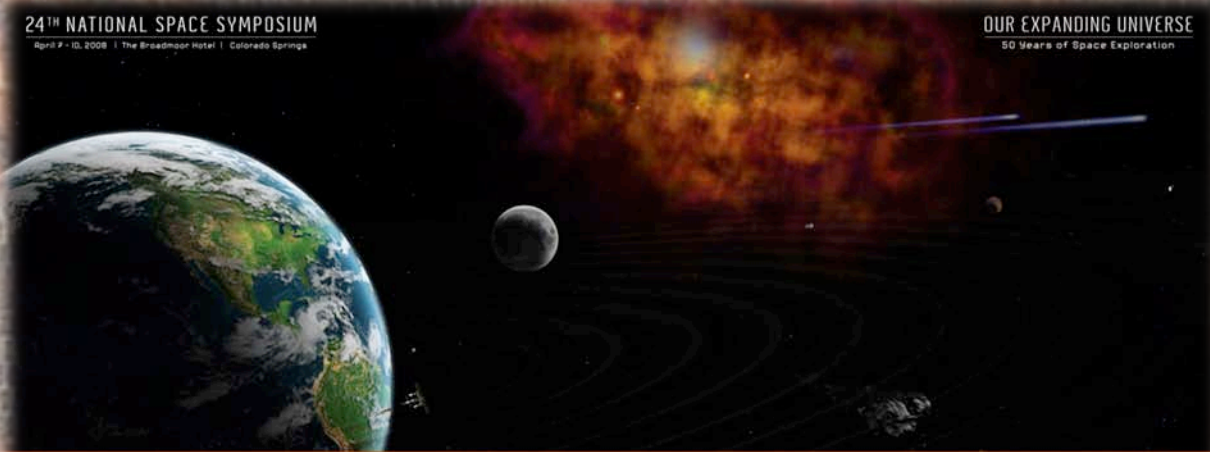
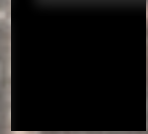
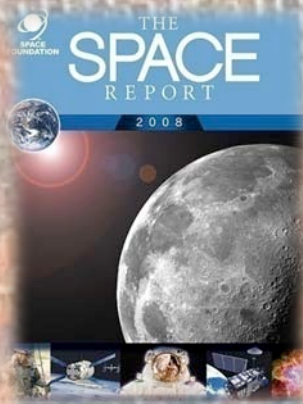
Southern Cross: Hoku-ke'a, Newa

Elliot Holokauahi Pulham

***President & Chief Executive Officer
The Space Foundation***



The Space Foundation



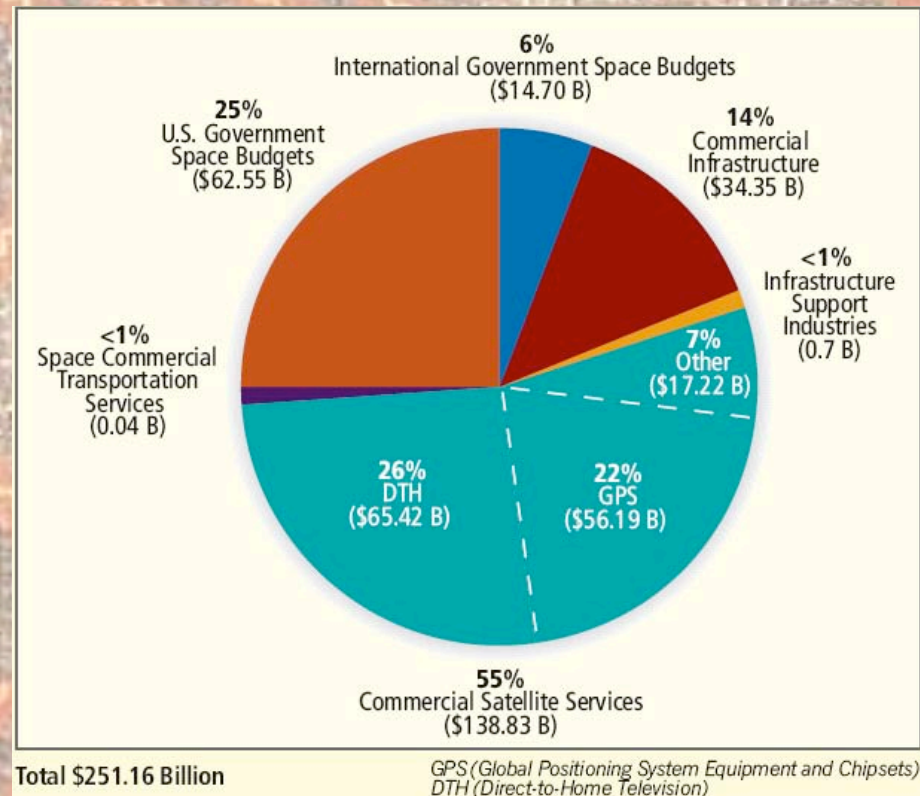
CSP Associates, Inc.

www.NationalSpaceSymposium.org





The \$251 Billion Space Economy



- **Hawaii's Strategy: NASA**
- **93% of the market is not NASA**



Major Sectors of the Space Economy



ACCOMMODATIONS



LIFESTYLE MEDIA



ENERGY &
EARTH RESOURCES



RETAIL, FINANCE &
MANAGEMENT



GOVERNANCE &
THE PUBLIC GOOD



SCIENCE & ACADEMIA



HEALTHCARE &
BIOTECHNOLOGY



TRANSPORTATION,
WAREHOUSING & MANUFACTURING



HOMELAND SECURITY,
DEFENSE & INTELLIGENCE

- ***Industry growing at 11% per year, almost entirely in the commercial sector***
- ***Government space budgets flat, AFSPACE is twice the size of NASA***



Why Hawaii Wants these Jobs

EXHIBIT 4f. Employment Growth of the Space Industry Compared to the Private Sector, 2003-2006

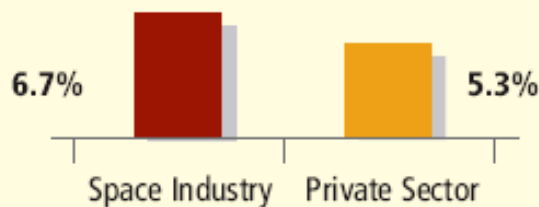


EXHIBIT 4i. Space Industry Annual Average Wage Compared to Private Sector Annual Average Wage, 2006

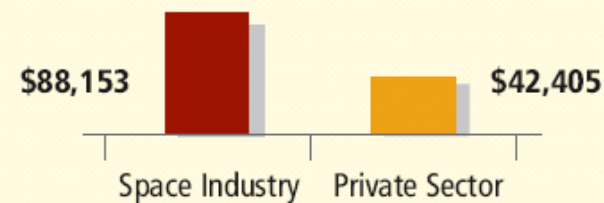
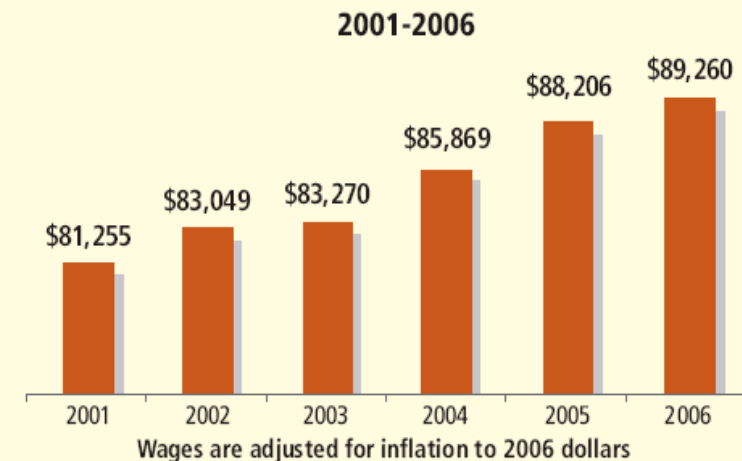


EXHIBIT 4k. Top Five States by Space Industry Annual Average Wages, 2006

STATE	SPACE INDUSTRY WAGE	PRIVATE SECTOR WAGE	WAGE DIFFERENTIAL
District of Columbia	\$118,435	\$65,423	81%
Colorado	\$102,146	\$43,664	134%
Maryland	\$97,847	\$44,527	120%
Massachusetts	\$97,606	\$52,789	85%
California	\$96,412	\$47,796	102%

EXHIBIT 4n. Annual Average Wages of U.S. Aerospace Engineers





Does Hawaii have “the right stuff?”



Launch Checklist:

- ***Strong Vision.***
- ***Committed, visionary leadership.***
- ***Brutally realistic strategic plan, built upon a fearless SWOT analysis.***
- ***Well funded, staffed, and motivated business development team to implement the plan.***
- ***Strong political will to invest, leverage, collaborate and legislate as required for success.***



"Top 10" SWOT Analysis



Strengths

- PACOM, PACAF, CINCPACFLT, AMOS
- Astronomy Base
- Location, Location, Location



Weaknesses

- Education
- Reputation
- Economics



Opportunities

- National Security Space
- Space Tourism
- International Commercial Space



Threats

- Aggressive Competitors



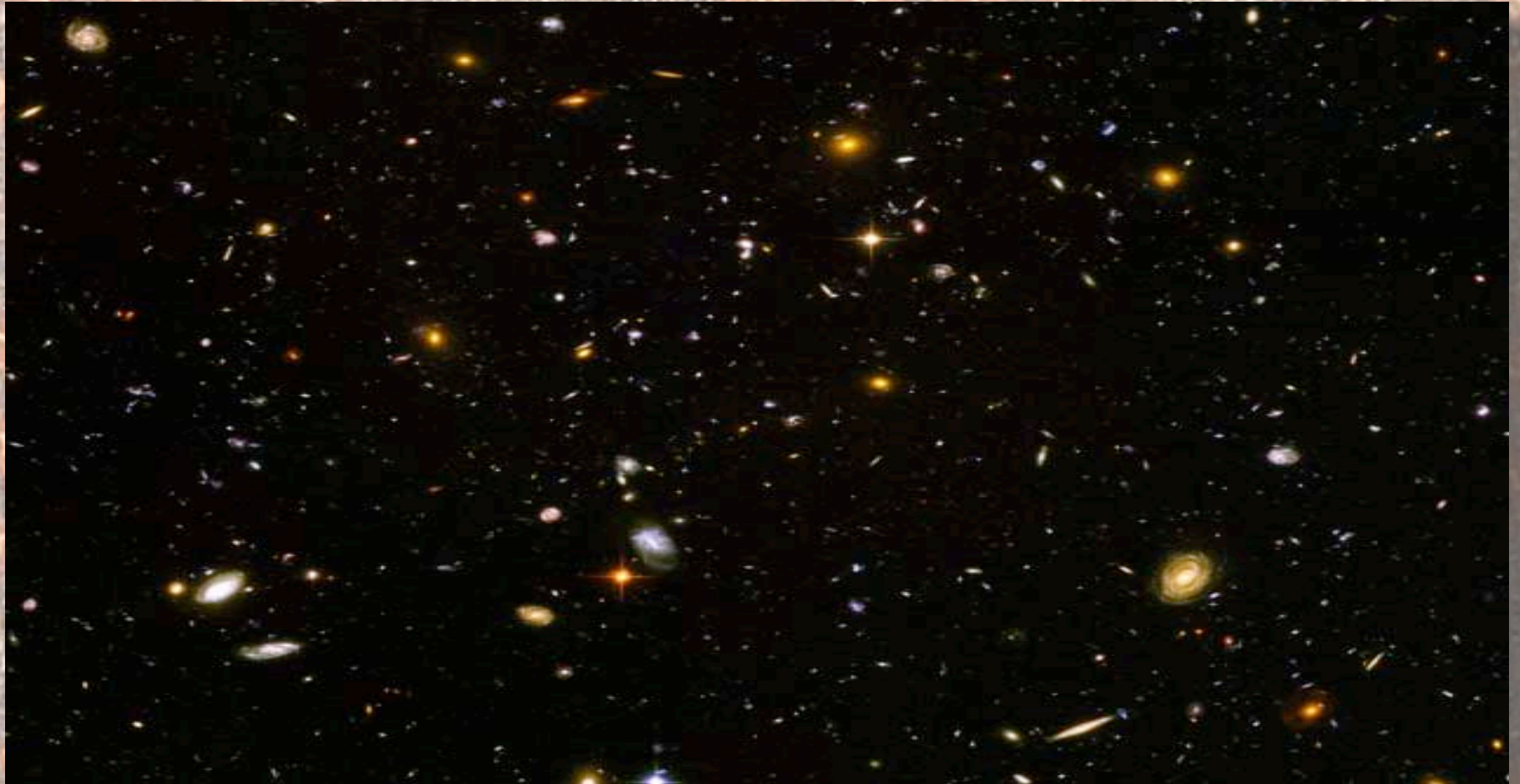


Launch Trajectory





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